WHAT IS CLAIMED IS:

1. A method comprising:

receiving user input to generate an opportunity representing a desired commercial transaction, the user input including opportunity data associated with the desired commercial transaction;

receiving user input to associate a particular compliance rule with the opportunity, the user input specifying a particular response attribute of a plurality of response attributes to be evaluated according to the particular compliance rule, the user input further specifying the particular compliance rule of a plurality of pre-defined compliance rules;

communicating the opportunity to a potential supplier;

receiving a response from the potential supplier, the response including response attribute data for the particular response attribute; and

evaluating the response attribute data for the particular response attribute using the particular compliance rule.

- 2. The method of claim 1, further comprising performing an action based on the evaluating.
 - 3. The method of claim 2, wherein the action comprises flagging the response.
- 4. The method of claim 2, wherein the action comprises assigning a weight to the response.

- 5. The method of claim 2, wherein the action comprises discarding the response.
- 6. The method of claim 1, wherein the plurality of pre-defined compliance rules includes a discard rule for discarding a response based on response attribute data.
- 7. The method of claim 1, wherein the plurality of pre-defined compliance rules includes a weighting rule for assigning a weight to a response based on response attribute data.
- 8. The method of claim 1, wherein the plurality of pre-defined compliance rules includes a processing rule for processing the response based on response attribute data.
- 9. The method of claim 1, further comprising automatically determining a winner for the opportunity.
- 10. The method of claim 1, wherein the particular response attribute is a supplier identification.
- 11. The method of claim 10, wherein the particular compliance rule is a supplier ranking rule, and wherein evaluating the response attribute data for the particular response attribute using the particular compliance rule comprises assigning a weight to the response based on the supplier identification.
 - 12. A method, comprising:

receiving user input specifying a particular response attribute of a plurality of response attributes to evaluate using a compliance rule;

receiving user input specifying a particular compliance rule of a plurality of predefined compliance rules to evaluate attribute data for the particular response attribute; and receiving user input specifying an action to take based on evaluating the attribute data using the particular compliance rule.

- 13. The method of claim 12, further including receiving user input to associate the particular compliance rule with a later-created opportunity representing a particular commercial transaction.
- 14. The method of claim 13, wherein the user input includes a criterion to automatically determine whether to associate the particular compliance rule with the later-created opportunity.
 - 15. The method of claim 12, further including:

receiving user input to create an opportunity representing a desired commercial transaction;

communicating the opportunity to a potential supplier;

receiving a response from the potential supplier, the response including response attribute data for the particular response attribute; and

evaluating the response attribute data for the particular response attribute using the particular compliance rule.

16. An article comprising a machine-readable medium storing instructions operable to cause one or more machines to perform operations comprising:

receiving user input to generate an opportunity representing a desired commercial transaction, the user input including opportunity data associated with the desired commercial transaction;

receiving user input to associate a particular compliance rule with the opportunity, the user input specifying a particular response attribute of a plurality of response attributes to be evaluated according to the particular compliance rule, the user input further specifying the particular compliance rule of a plurality of pre-defined compliance rules;

communicating the opportunity to a potential supplier;

receiving a response from the potential supplier, the response including response attribute data for the particular response attribute; and

evaluating the response attribute data for the particular response attribute using the particular compliance rule.

- 17. The article of claim 16, wherein the operations further comprise performing an action based on the evaluating.
 - 18. The article of claim 17, wherein the action comprises flagging the response.
- 19. The article of claim 17, wherein the action comprises assigning a weight to the response.
 - 20. The article of claim 17, wherein the action comprises discarding the response.

- 21. The article of claim 16, wherein the plurality of pre-defined compliance rules includes a discard rule for discarding a response based on response attribute data.
- 22. The article of claim 16, wherein the plurality of pre-defined compliance rules includes a weighting rule for assigning a weight to a response based on response attribute data.
- 23. The article of claim 16, wherein the plurality of pre-defined compliance rules includes a processing rule for processing the response based on response attribute data.
- 24. The article of claim 16, wherein the operations further comprise automatically determining a winner for the opportunity.
- 25. The article of claim 16, wherein the particular response attribute is a supplier identification.
- 26. The article of claim 25, wherein the particular compliance rule is a supplier ranking rule, and wherein evaluating the response attribute data for the particular response attribute using the particular compliance rule comprises assigning a weight to the response based on the supplier identification.
 - 27. A system, comprising:

means for receiving user input to generate an opportunity representing a desired commercial transaction, the user input including opportunity data associated with the desired commercial transaction;

means for receiving user input to associate a particular compliance rule with the opportunity, the user input specifying a particular response attribute of a plurality of response attributes to be evaluated according to the particular compliance rule, the user input further specifying the particular compliance rule of a plurality of pre-defined compliance rules;

means for communicating the opportunity to a potential supplier;

means for receiving a response from the potential supplier, the response including response attribute data for the particular response attribute; and

means for evaluating the response attribute data for the particular response attribute using the particular compliance rule.

- 28. The system of claim 27, further comprising means for performing an action based on the evaluating.
 - 29. The system of claim 28, wherein the action comprises flagging the response.
- 30. The system of claim 28, wherein the action comprises assigning a weight to the response.
 - 31. The system of claim 28, wherein the action comprises discarding the response.

- 32. The system of claim 27, wherein the plurality of pre-defined compliance rules includes a discard rule for discarding a response based on response attribute data.
- 33. The system of claim 27, wherein the plurality of pre-defined compliance rules includes a weighting rule for assigning a weight to a response based on response attribute data.
- 34. The system of claim 27, wherein the plurality of pre-defined compliance rules includes a processing rule for processing the response based on response attribute data.
- 35. The system of claim 27, further comprising means for automatically determining a winner for the opportunity.
- 36. The system of claim 27, wherein the particular response attribute is a supplier identification.
- 37. The system of claim 36, wherein the particular compliance rule is a supplier ranking rule, and wherein evaluating the response attribute data for the particular response attribute using the particular compliance rule comprises assigning a weight to the response based on the supplier identification.